

A Bicycle Friendly Jefferson City 12 Strategies for Success!



Where people want to live, work and visit



Mercer International Quality of Life
Ranking:

7 of 8 US cities are BFCs

Forbes Healthiest Cities

17 of top 20 are BFCs

Men's Journal Best Places to Live

46 of 50 are BFCs!



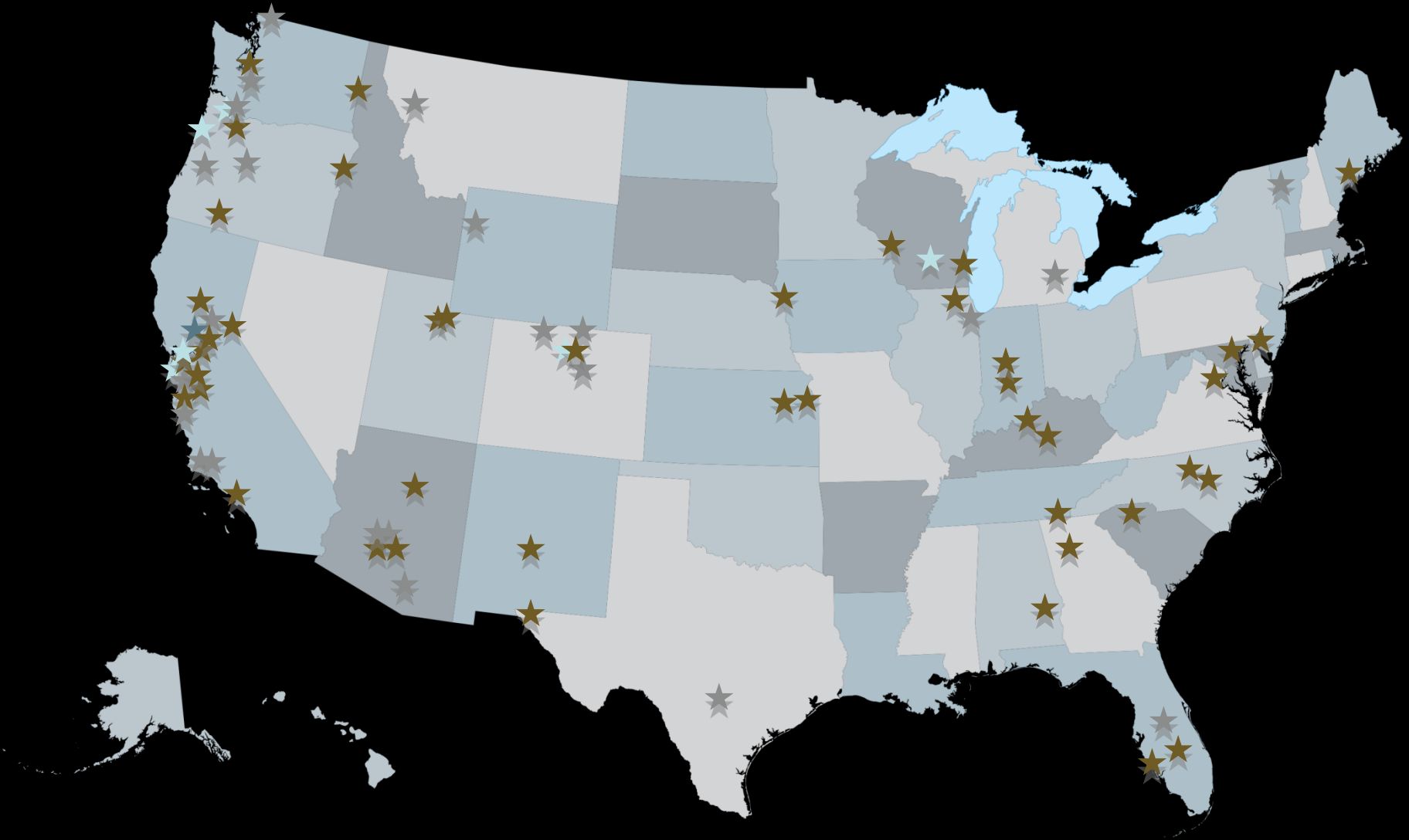
Krog Street Market, located along the BeltLine, has become one of Atlanta's hottest dining destinations, featuring restaurants including The Luminary and The Cockentrice. The market also boasts independent retailers such as The Merchant and French Market Flowers.

has ever known and is now ready for bikers and pedestrians. (According to Reed, a \$400 million public investment in the BeltLine is paying off to the tune of \$2.4 billion in private investments along the corridor.) And Ponce City Market and Krog Street Market, two new developments that border the BeltLine, are beehives of urbanity.

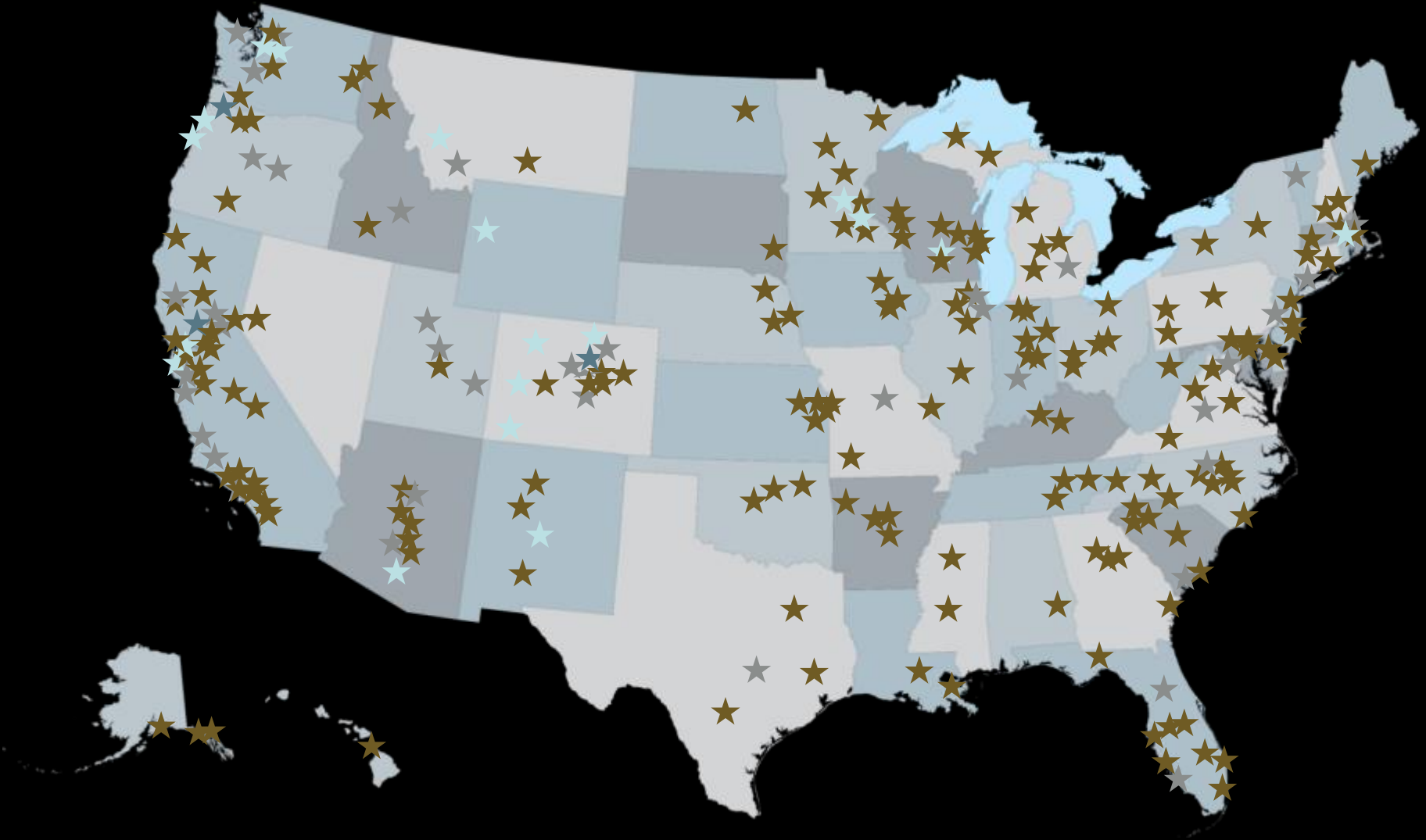
"The city offers this urban lifestyle that the next generation is crying out for," says A. J. Robinson, president of Central Atlanta Progress and the Atlanta Downtown Improvement District. Now leaders point to the development of the Westside as the city's next frontier.

Talk about public-private partnerships in motion: The Arthur M. Blank Family Foundation, headed by The Home Depot co-founder and Falcons owner, Arthur M. Blank, has committed \$15 million to help revitalize the neighborhoods of English Avenue, Vine City and Castleberry Hill. Invest Atlanta has thrown in another million to help.

Bicycle Friendly Communities | 2007



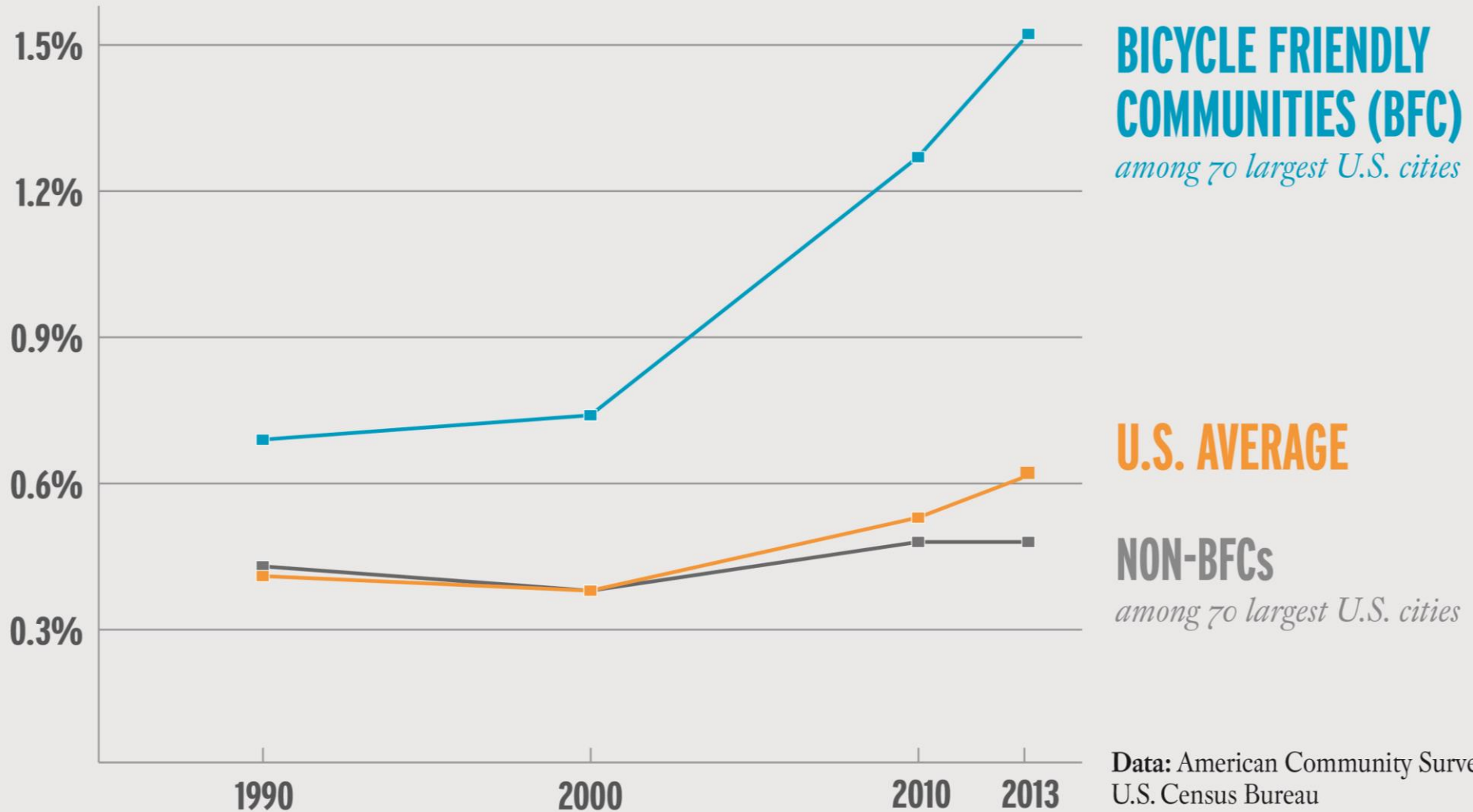
350 Bicycle Friendly Communities!





Growth in U.S. Bicycle Commuting

Percentage of residents commuting by bike, 1990-2013



RIDERSHIP IN THE USA

1. Davis, CA	21.1%
2. Boulder, CO	11.1%
3. Palo Alto, CA	8.4%
4. Berkeley, CA	8.4%
5. Sommerville, MA	7.8%
6. Eugene, OR	7.6%
7. Mountain View, CA	7.6%
8. Fort Collins, CO	7.4%
9. Santa Barbara, CA	6.9%
10. Gainesville, CA	6.6%

RIDERSHIP IN MISSOURI

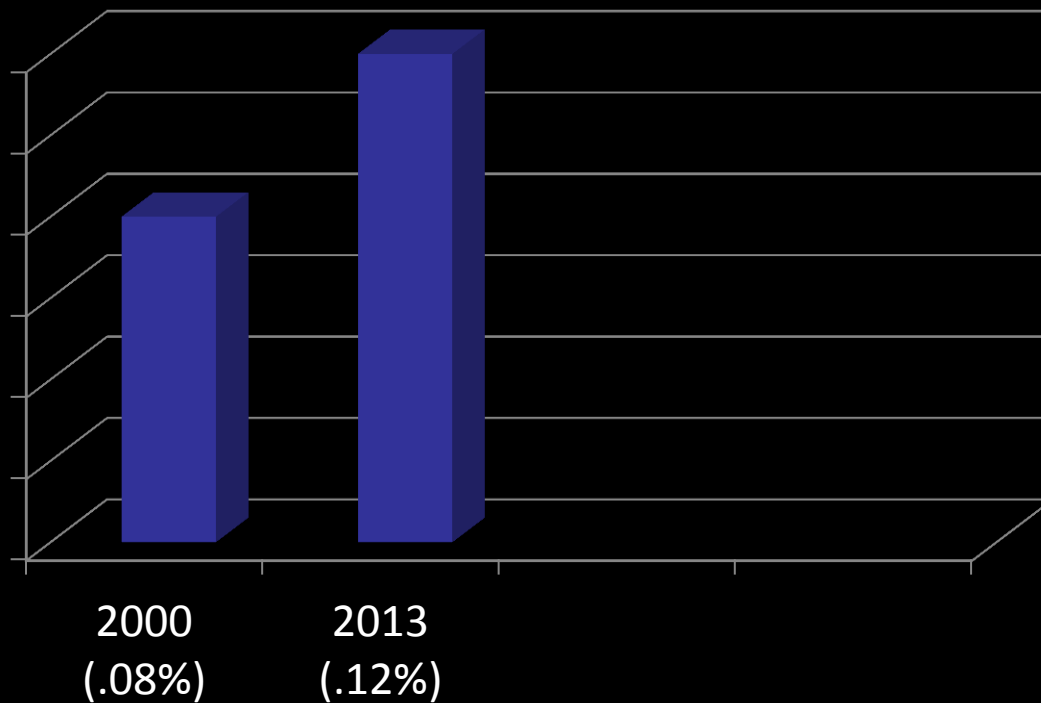


Missouri	0.27%
Columbia	1.58%
St. Louis	0.72%
Springfield	0.72%
Kansas City	0.45%
Jefferson City	0.12%

RIDERSHIP IN THE USA



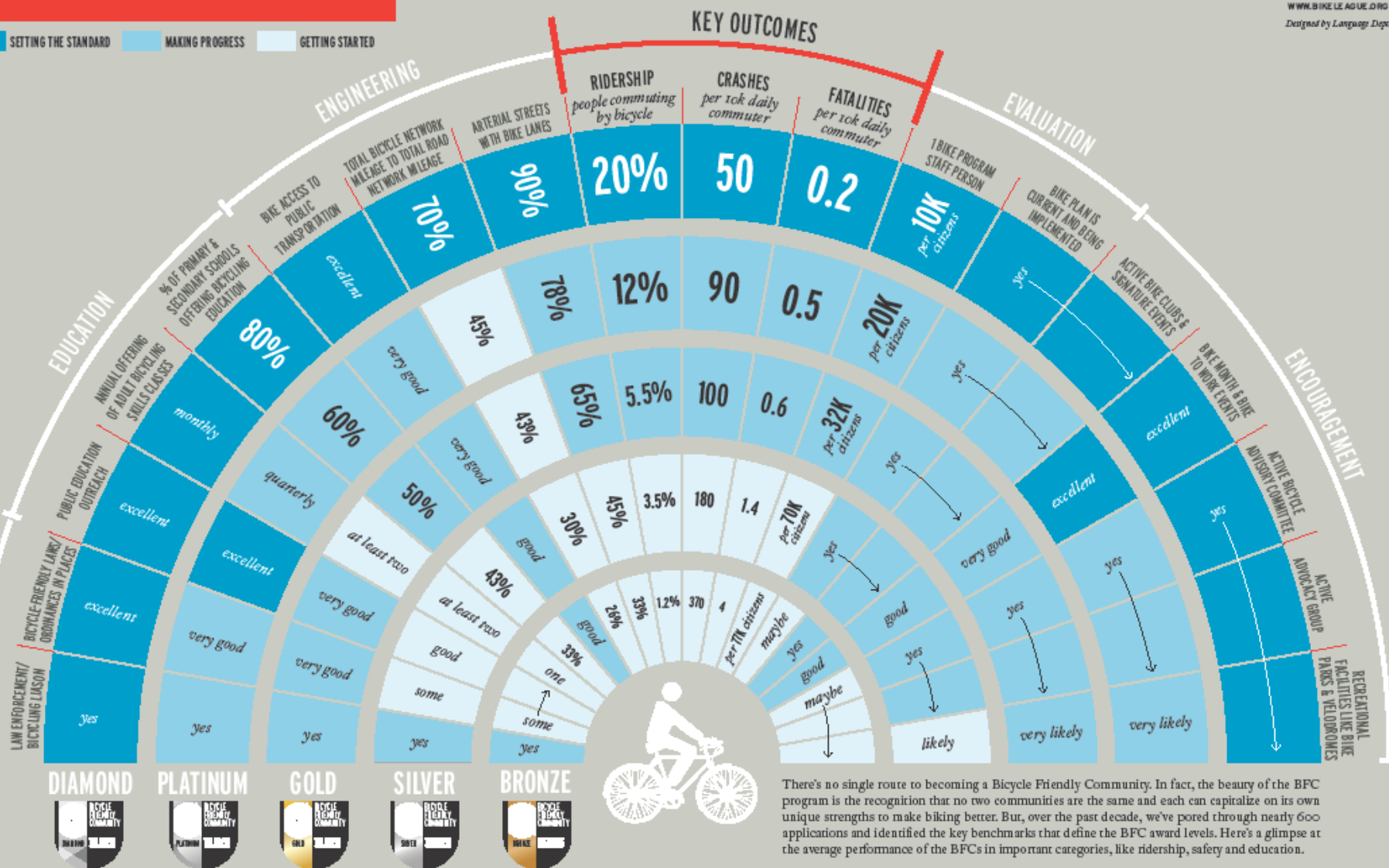
Jefferson City, MO



50%
increase
from 2000

THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

produced by
THE LEAGUE
 OF AMERICAN BICYCLISTS
 WWW.BIKELEAGUE.ORG
 Designed by Language Day.



There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.

Twelve Strategies



1. Bring people together



2. Pass policies that put people first

Complete Streets
Mixed Use Zoning
Parking policies
Safe Passing Law
Dedicated funding



3. Build a safe, connected network





JEFFERSON CITY GREENWAY

WEARS CREEK FROG HOLLOW BRANCH

TRAIL HOURS
5:00 A.M. TIL DARK

JEFFERSON CITY
DEPARTMENT OF PARKS AND RECREATION





ST
BLVD
OR ST



BIKE
BLVD



Reality: Before

Road diets
should be
called “safety
conversions”

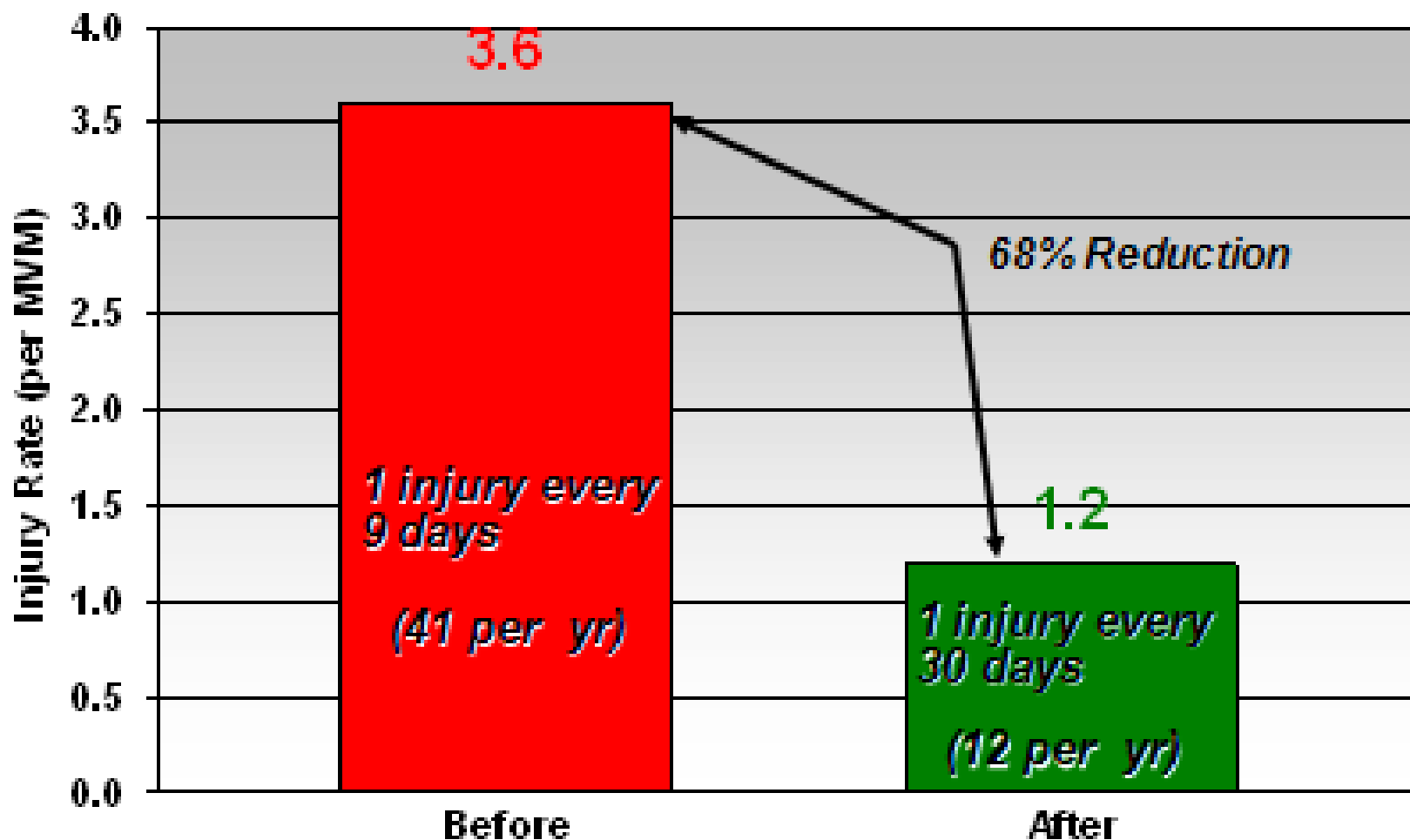
[http://safety.fhwa.dot.gov/
provencountermeasures/](http://safety.fhwa.dot.gov/provencountermeasures/)

29% CRF
(All crashes)



Reality: After

Before/after studies: 2. Injury rate



Edgewater St. Orlando, Florida

Make safety of all road users
your number one priority!

Take inventory of
all hazardous
conditions and
quickly remedy!





And don't shy away from arterials!



Question 30: What percentage of your arterials have bike lanes?



MADISON, WI State HWY 151 53,000 ADT
10' travel lanes, 6'-10' bike lanes

Bike lanes should never be narrower than half the width of the travel lane!

Unlike previous papers, Noland's is not a localized study or one reflecting unusual roadway types. It is specific to collectors, and it applies to all roads of this category throughout the US.

“as more arterial and collector lane widths are increased up to 12 ft or more, traffic fatalities and injuries increase....”

The journal, *Accident Analysis and Prevention* (<http://www.sciencedirect.com/science/journal/00014575>) has this article 'In-Press.'









MAY USE
FULL LANE

SPEED
LIMIT
30





**Minneapolis – Advisory Bike Lanes, when ROW is constrained;
Space between dashed markings 14' – 19'.**

4. Provide “welcoming” space





ONE WAY

MUGILL'S
SHOES

High Street
Voted Best Pizza
in the World
Century Menu

Look cl

5. Provide Safe Crossings







STOP

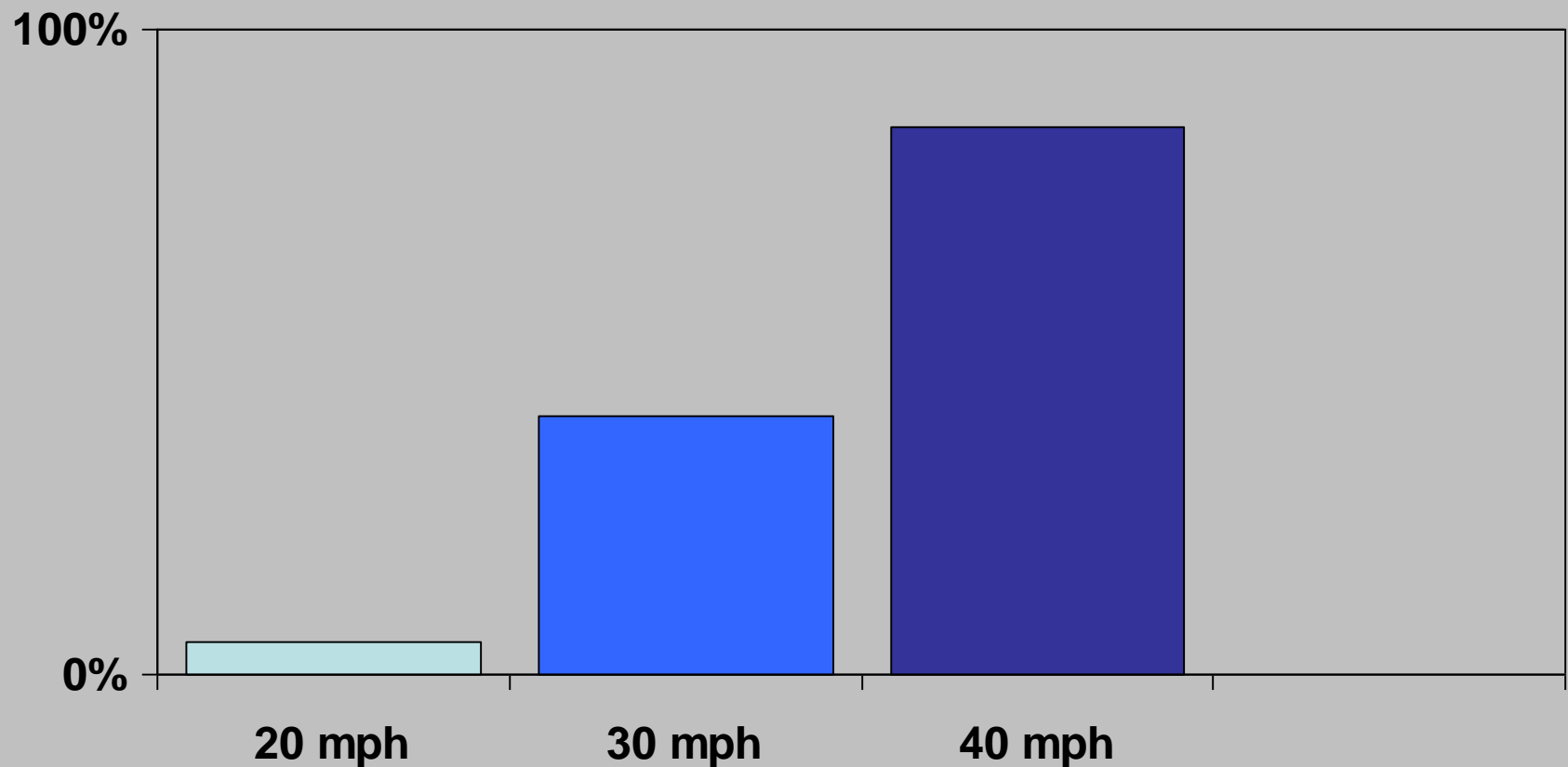
DAN'S FIRE ROD
1000 FT

WE SELL
LANDSCAPE
SUPPLIES

6. Lower speeds



Pedestrian Fatalities Increase with Vehicle Speed



Likelihood of pedestrian fatality at certain vehicle speeds

7. Educate, enforce, empower









50% of students bike to school in Palo Alto!
All 3rd graders receive on-bike training.



Markings and signage can also help educate

8. Provide Ample Bike Parking



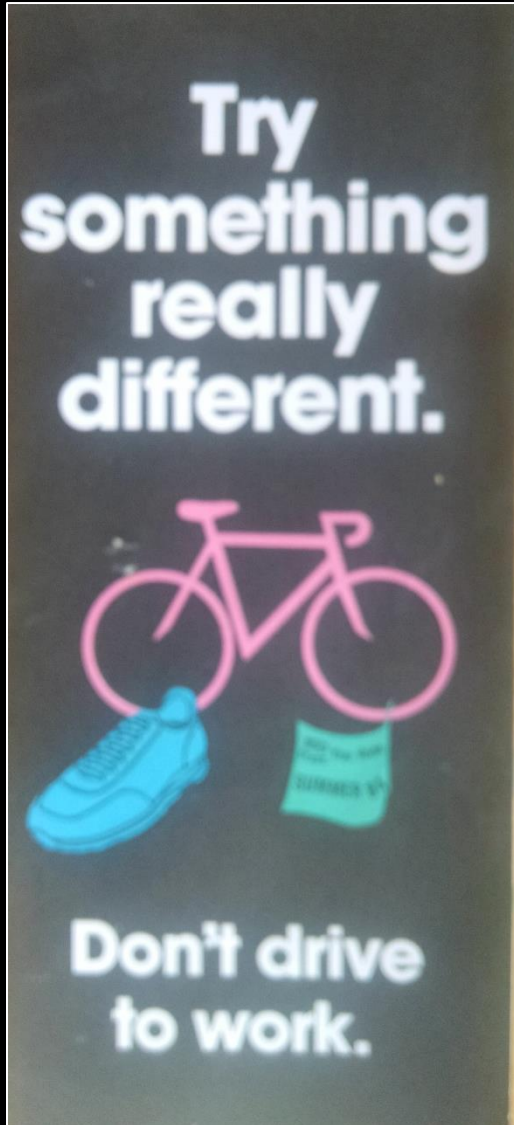


Bike Corrals increase parking!



GOLLER & FEATHER
HENRICKSON
Plumage & Featherwork Inc.
1111 East Main Street

9. Encourage cycling!





ENCOURAGE THROUGH INCENTIVES

2007 – 2011

QBP launched
“Bike to Work”
incentive

Average health care
costs increased
24.6%

QBP’s health care
costs decreased
4.4%

Saving
\$169,880



10. Optimize public transportation and multi-modal options





In Athens, OH, people check out bikes at the public library!

11. Make cycling advantageous!



Increase connectivity wherever possible





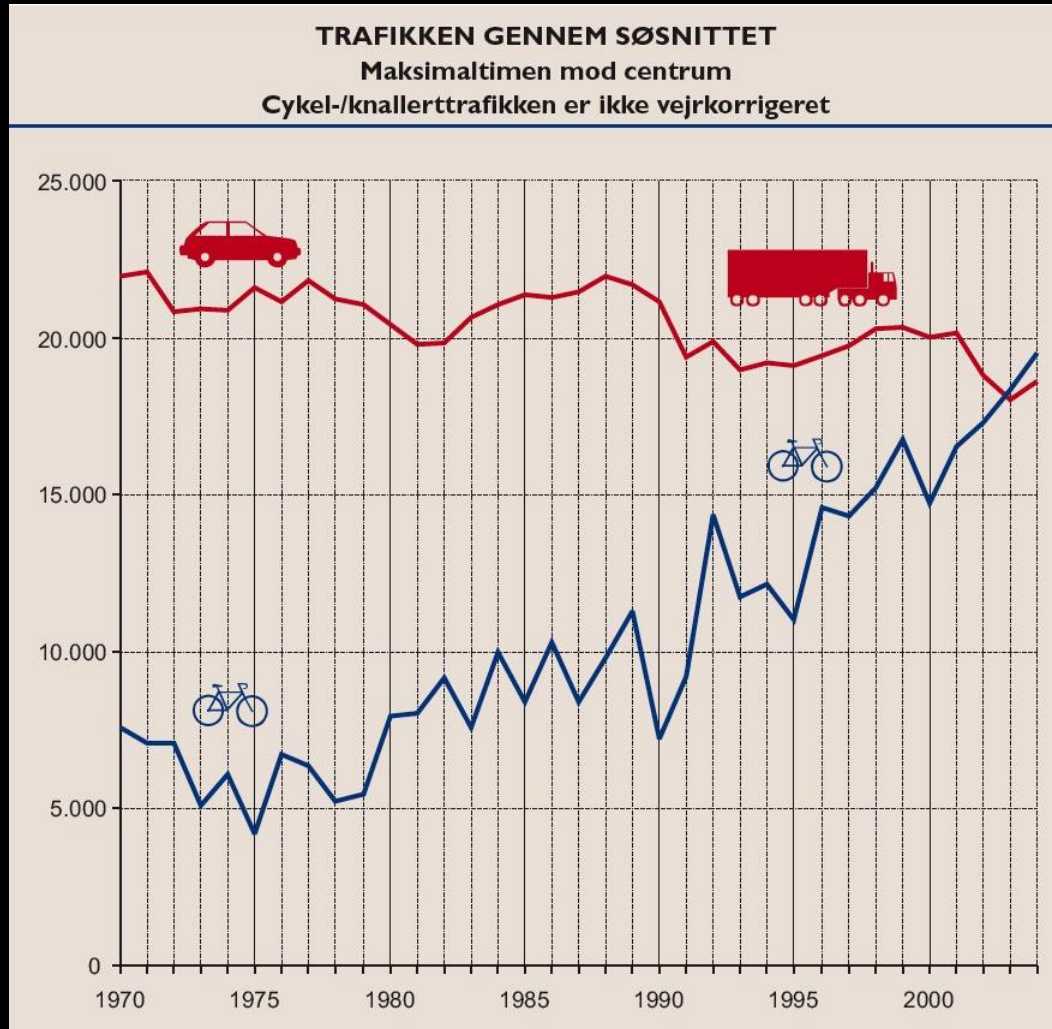
EXCEPT BICYCLES

RIGHT
TURN
YIELD
TO PEDS

SE 39th AV



12. Plan, evaluate *and celebrate!*



“One mile on a bike
is a \$.42 economic
gain to society, one
mile driving is a \$.20
loss.”

Copenhagen \$357 million
year savings in health care
costs because 80% of
residents bike

June 2010—Biggest Bike Walk Week Yet
7,000 registered— a 30% increase over 2009



**Bicycling is on
the rise!**
**53% increase
2007 – 2013**
TLC data

**“even on the worst
winter day 68% of
walkers continue to
walk and 20% of
bicyclists bike”**
TLC data

Dateline: August 2010

#1 Bike City: Minneapolis “The unforgiving and frigid city of Minneapolis is the country's top spot to be an urban cyclist. Now we just have to figure out why. “



And yes, celebrate!

THANK YOU! *And please thank Trek!*

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